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## **2010 CENSUS DECISION MEMORANDUM SERIES**

### **No. 4 (Revised)**

MEMORANDUM FOR      Distribution

From:                      Preston Jay Waite *[signed]*  
Associate Director for Decennial Census

Subject:                  Targets for 2010 Census Strategic Goals

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This memorandum has been revised to provide additional clarity on the specific targets for our 2010 Census strategic goals.

1. Improve the relevance and timeliness of census long-form data compared to Census 2000 by implementing, beginning in FY2005, the American Community Survey to produce long-form type data each year.
2. Reduce operational risk compared to Census 2000 by:
  - a. conducting a multi-year program of integrated planning, development and testing--culminating in a Dress Rehearsal in 2008--to completely restructure the management and conduct of a short-form only census in 2010; and
  - b. bringing street centerline locations in our geographic database (TIGER) into global positioning system (GPS) alignment by the end of 2008 for all counties in the United States, Puerto Rico, and the Island areas.

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Note: An earlier version of this memorandum was distributed as No. 2 in this series, but No. 4 is the correct number.

3. Improve the accuracy of census coverage compared to Census 2000 by:
  - a. reducing by at least 50% the measured rate of collection block geographic coding errors for housing units (estimated to be 4.8% in 2000<sup>1</sup>);
  - b. reducing by at least 50% the measured rate of duplication for persons in households (estimated to be 2.1% in 2000<sup>2</sup>); and
  - c. reducing the measured overall net coverage error rate at the national level to less than the one-half of one percent rate estimated in 2000<sup>3</sup>.
4. Contain costs by conducting all three components of the reengineered census for an amount that is less than the cost of repeating the methodology used in Census 2000 (estimated in June 2003 at \$12.2 billion in 2010 dollars<sup>4</sup>).

It should be noted that, over time, the targets for these long-range objectives may need to be changed for at least two reasons. First, results from our planning, development, and testing will provide information that may indicate the need to change or refine targets. Second, the targets are based on estimated levels of funding support over the decade, so lower actual appropriations will affect what can be accomplished in both the short and long term. If and when changes are required, this memorandum will be revised and the reasons for the changes will be fully documented.

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<sup>1</sup> Bureau of the Census; "Census 2000 Evaluation F.15, An Assessment of Addresses on the Master Address File 'Missing' in the Census or Geocoded to the Wrong Collection Block," by Megan C. Ruhnke, August 19, 2003.

<sup>2</sup> Bureau of the Census; "A.C.E. Revision II Results: Further Study of Person Duplication," by Thomas Mule, December 31, 2002

<sup>3</sup> Bureau of the Census; "Technical Assessment of A.C.E. Revision II," Decennial Statistical Studies Division, March 12, 2003.

<sup>4</sup> Bureau of the Census; "Estimated Life Cycle Costs for the Reengineered 2010 Census of Population and Housing," Decennial Management Division, June 2003. (Note: The estimated Life Cycle cost for reengineering the 2010 Census, along with the cost of repeating the 2000 process in 2010, will be updated annually reflecting the latest data from the President's budget.)